



## Manager, Digital Marketing

Location: New York, NY

*Temp to Perm*

### **We believe in a world in which every human life is valued, and health and human dignity are shared by all.**

We believe that access to quality healthcare is a basic human right. For more than 100 years, we have worked with global partners to deliver locally sustainable, quality healthcare solutions to women, children and their communities. We're ready to make it 100 more!

### **We believe in change starts with her.**

We work tirelessly for women's and children's health because they are disproportionately affected by illness and poverty. We know that healthy, educated, and empowered women are better able to raise healthy, educated, and confident children, and that communities depend on their livelihoods.

### **We believe in people.**

We strive to live out our core values of **collaboration**, **love**, **excellence** and **respect** every day. We provide our employees with a competitive salary and benefits package, with meaningful work and opportunities to learn and grow. We especially encourage all persons of diverse backgrounds to apply.

### **Overview**

You are an integral part of the CMMB team and will be responsible for leading strategy, research, creation, testing, execution, and analysis of all digital marketing activities, including considering brand alignment, industry trends and integration with other online and offline channels. This role is pivotal in planning, implementing, and measuring CMMB's digital marketing activities, including email, website, and digital advertising. Key responsibilities in this role includes developing and implementing CMMB's digital marketing calendar of campaigns, including email management, SEO, digital ads, and other engagement activities for all online audiences, including segmentation, and managing data in systems. You're detailed in your approach, with a constant eye on quality, proofreading, analysis, and learning. The Digital Marketing Manager reports to the Vice President of Development.

### **Responsibilities**

#### Strategy & Execution

- Develop, implement, and lead a multi-channel strategy for the highest impact on brand awareness and revenue growth. This strategy will grow digital engagement and fundraising through email, social media, website, SEM, and display channels. The individual will measure KPIs to prove success and test new channels to help achieve organization goals.
- In collaboration with other departments, provide strategic direction to populate the digital marketing calendar with purposeful digital executions. Ensure a cohesive process that helps set priorities, defines project scope, manages creation of deliverables, ensures adherence to timelines, and measures performance.
- In line with organizational priorities, develop annual strategic marketing plans and budgets to ensure sound fiscal management and achieve revenue targets, in close collaboration with the Director of Direct Mail Marketing.
- Manage digital marketing vendor/s to help achieve organizational marketing goals.



- In collaboration with the communications team, establish a strategy and achievable goals to increase engagement through SEO and SEM.

#### Market Research & Data Analysis

- Monitor non-profit and for-profit sectors and provide ideas and methods for differentiation and innovation.
- Analyze results in real-time to produce actionable insights, forecast future results and make budget adjustments. Report out on key performance metrics, ROI and goals.
- Ensure a culture of data quality by following and establishing quality assurance protocols, processes, and documentation for all digital marketing platforms.
- In collaboration with colleagues, perform various types of research, including surveys, interviews, testing, and competitive analysis.
- Advance focused segmentation strategies across all digital channels to help with donor acquisition, retention, and overall experience.

#### Email

- Execute all email campaigns, leveraging advanced functions of the eCRM/email system (Luminate Online), to include automations, segmentation, dynamic content, personalization, and A/B testing. Establish a strategy, cadence, and goals to increase engagement with email subscribers, as well as the grow the volume of engaged email subscribers
- Contribute to the writing, editing, and design of emails with an eye on formatting, proofreading and brand compliance.

#### Digital Advertising

- Oversee production from draft, proofing to final product of all digital ads across platforms like Google, Facebook/Instagram, and other platforms.
- Test new channels to scale performance and find new audiences.
- Guide vendors in executions that will help achieve digital goals through testing, optimization, creativity, data analysis and learning.
- Support the communications team in the implementation of updates to website content that supports digital fundraising with the goal of improving engagement, UX and donations.
- **Note:** These essential functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job-related duties as required.

### **Qualifications and Requirements**

#### Education and Experience

- Bachelors' degree in marketing or a related field. Masters in a related field is preferred.
- 5+ years' experience managing digital marketing campaigns and activities. Non-profit with fundraising experience preferred.
- Valid work authorization to work in the United States

#### Skills and Knowledge

- Ability to think strategically and creatively with solid analytical and research skills.
- Excellent interpersonal, organization and project management skills.



- Advanced understanding of digital data and analytics, with strong experience using customer relationship management (CRM) systems – experience with Luminate Online is a big plus.
- Demonstrated experience or working knowledge of advertising with Facebook, Google, Twitter, Bing, etc, as well as with Google Analytics, along with a good understanding of how they work and how to develop insights from testing and analysing campaign results.
- Some HTML/CSS knowledge and are an expert in using email marketing platforms.
- Strong leadership skills and ability to effectively manage and motivate a team.
- Excellent written and verbal communication skills.
- Proficient in Microsoft Office Suite or similar software.

#### Behavioral Competencies

- Candor and Integrity
- Demonstrate CMMB's core values in action
  - *Collaboration*: To work in partnership for locally sustainable solutions
  - *Love*: To embrace and be compassionate towards all people
  - *Excellence*: To deliver sustainable, quality, and impactful results
  - *Respect*: To act always with integrity, and to value and honor the dignity of all
- Must be comfortable working in a faith-based organization with a strong commitment to equity and inclusion
- Must be vaccinated against COVID-19

#### How to apply

Visit our [careers page](#) for more information and [click here](#) to apply.